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*Gold Medal List*

of

DAHLIAS

and

GLADIOLUS

1927---1928

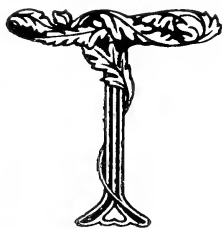
*Member of*

American Gladiolus Society

California Gladiolus Society

Southern California Bulb Growers Association

Southern California Dahlia Society



Thomas F. McLoughlin

South Coast Park

Encinitas,

California

Telephone Encinitas 32

## To My Patrons

I take pleasure in presenting herewith my 1927 and 1928 price list of Dahlias, Gladiolus, Narcissus, Iris, etc., and wish to express my appreciation for the liberal patronage given me the past season.

I desire to build my business with the trade of Satisfied Customers only.

Every bulb sent out is guaranteed true to name, and free from insects and disease.

No substitution unless permission is given by the Customer.

All varieties offered for sale, are subject to prior sale.

No orders accepted for less than \$1.00.

Dahlias and Gladiolus are ready for shipment from January 1st to March 1st, other bulbs in their season.

Terms are cash with order. C. O. D. orders must be accompanied by at least 25 per cent cash.

THOMAS F. McLOUGHLIN

## DAHLIAS Choice New Varieties

|   | Each   |
|---|--------|
| <b>Alta Wheeler.</b> (Dec). The color of this beautiful dahlia is scarlet, shading to orange with scarlet reverse. Each bloom is carried well above the foliage on stems three and four feet in length. I can recommend the Alta Wheeler as a dahlia sure to give great satisfaction..... | \$5.00 |
| <b>Alma Miller.</b> (Dec.) A rich mauve. A constant bloomer and each bloom carried on a long, strong stem, makes it one of the best in cultivation.....   | 2.00   |
| <b>Betty Lou.</b> (Dec.) Roselane Pink shading to yellow.....   | 1.00   |
| <b>Col. C. A. Lindberg.</b> (Hy Cac.) McLoughlin 1927. Lavender Pink shading to gold center. Good stem. Wonderful flower.....   | 5.00   |
| <b>Canary.</b> Hy Cac. (McLoughlin) 1926. Beautiful canary yellow with fimbriated edge on petals.....   | 5.00   |
| <b>Chas. Terry.</b> (Dec.) Strontian Yellow. The stem is strong and stiff. Good for commercial or exhibition purposes.....  | 2.00   |
| <b>Cigarette.</b> (H. C.) Creamy White heavily edged orange. Petals are long and narrow. Bloom is large and carried on good stems.  | 2.00   |

# ENCINITAS, CALIFORNIA

|   | Each |
|---|------|
| <b>Earle Williams.</b> (Dec.) Huge blossoms of rich crimson and white, held on stiff erect stems. ....  | 1.00 |
| <b>Edmund Carr.</b> (Pae.) Vermillion with lavender backing, strong stem.....   | 1.50 |
| <b>Edna B. Earling.</b> (Dec.) A delicate pink. The large blossoms are held on extra long stiff stems.....  | 1.00 |
| <b>Encinitas.</b> Hy Cac. (McLoughlin) 1926. Oriental red and gold, strong grower, splendid cut flower variety.....   | 1.00 |
| <b>Essie Abbott.</b> (H. C.) Pinkish lilac, enormous flowers on strong stems. A graceful bloom and attractive.....  | 1.50 |
| <b>Fantasy.</b> (Pae.) (McLoughlin) 1926. Salmon and gold, very free flowering, fine for decoration .....   | 1.00 |
| <b>Farwest.</b> (H. C.). Lavender pink. A marvel of beauty and held well above the foliage on perfect stems.....  | 2.00 |
| <b>Gilberts Special.</b> (H. C.) Yellow and carmine combined in a pleasing manner making it very attractive.....  | 2.00 |
| <b>Helen Wilson.</b> (H. C.) A dark pink or Wilson Red. An extra free bloomer and a good keeper. Excellent for a cut flower....   | 2.00 |
| <b>K. C. B.</b> (Dec.) A blending of copper, golden apricot and old rose. The reverse a salmon rose. Flowers of great substance and good keeping qualities.....   | 2.00 |
| <b>Mac Gregor.</b> Hy Cac. A lovely nopal red, won highest awards.....  | 2.00 |
| <b>Margarite Squier.</b> (Dec.) Burnt carmine. An odd shape and very attractive. Strong, upright stem.....  | 2.00 |
| <b>Mrs. John Kings.</b> (H. C.) Dark corinthian purple. The construction of this flower is new and attracts attention both on the bush and on exhibition. It has perfect stems, which hold the flower erect. It is one of the most beautiful dahlias it has been my pleasure to grow..... | 2.50 |
| <b>Otargic.</b> (Dec.) Venetian yellow with a faint suffusion of clear bright red. The Flower is held erect on good stems. A profuse bloomer and a good keeper.....   | 2.00 |
| <b>Pink Triumphant.</b> A wonderful clear pink. Fine for cutting.....   | 1.00 |
| <b>Radiant Beam.</b> (H. C.) Orange buff tinged bronze, the whole covered with a golden sheen, a free bloomer.....  | 1.50 |
| <b>Siskiyou.</b> (Dec.) A gigantic dahlia, color fine pink, on strong heavy stems.....  | 2.00 |
| <b>Sophia Bresleau.</b> Hy Cac. (Shorey) A brilliant red. Fine form and good stems....  | 1.00 |
| <b>S. O. S.</b> (Dec.) Vivid crimson. Perfect in form and habit of growth. A free and constant bloomer with extra fine stem.....  | 1.50 |
| <b>Sciots, San Diego.</b> (Hy Cac.) (McLoughlin) 1927. American beauty shade, something distinct, stock scarce .....  | 2.50 |
| <b>Vivian Lanters.</b> (Dec.) (Shorey). Lilac rose and apricot. This unusually large bloom is held on strong stiff stems. Every bloom is perfect throughout the season.....   | 1.50 |

## DAHLIAS

### General Collection

|  | Each   |
|--|--------|
| <b>Al Koran.</b> (Dec.) Bright yellow, suffused with amber. Large full blooms on wiry stems .....                      | \$1.50 |
| <b>Amun Ra.</b> (Dec.) Large blooms copper and orange shading to gold erect stems.....                                 | .75    |
| <b>Andy Gump.</b> (Dec.) Deep chrome vermillion, stiff erect stems.....  | 1.00   |
| <b>Ad D. 1.</b> (Hy Cac.) Beautiful striped crimson and pink novelty.....  | 1.00   |
| <b>Asbury Park</b> (Dec.) A dark rich wine color, full flower on good stem.....  | .50    |
| <b>Bashful Giant.</b> (Dec.) This wonderful flower is an apricot with gold shading.....                                | .75    |
| <b>Bonnie Brae.</b> (Dec.) Cream pink, large flower with long stems.....   | 1.00   |
| <b>Champagne.</b> (Dec.) Immense flower and perfect form, pinkish orange buff, splendid variety .....                  | 1.50   |
| <b>Daddy Butler.</b> (Hy Cac.) Rose carmine twisted petals with lighter reverse. Wonderful flower.....                 | 1.50   |
| <b>David Manard.</b> Hy Cac.) Dark alizarin carmine with white tips.....   | 1.00   |
| <b>Delice</b> (Dec. Pure pink on stiff stems, ideal cut flower variety.....  | .35    |
| <b>Dr. Ed Gilbert.</b> Hy Cac.) Salmon shading to cream.....   | .50    |
| <b>Dr. Tevis</b> (Dec.) Immense Blossoms on sturdy stems. Soft salmon rose suffused with gold.....                     | .75    |
| <b>Estelle Gilbert.</b> (Hy Cac.) Pink and red striped, erect grower. Good cut flower variety .....                    | .50    |
| <b>Elsie Oliver.</b> (Hy Cac.) A huge bloom quilled petals of cream shading to pink. Very popular.....                 | 1.50   |
| <b>Golden Opportunity</b> (show) Rich buttercup yellow shaded burnt orange.....  | 1.00   |
| <b>General Miles</b> (show) Huge ball shaped flowers color light violet or lavender pink spotted purplish majenta..... | .50    |
| <b>George W. Gerc</b> (show) Beautiful shell pink petals, erect stems.....   | .50    |
| <b>Golden West</b> (C) Rich golden bronzy yellow on long stiff stems.....  | .50    |
| <b>Gypsy Queen.</b> (Hy Cac.) 1926 yellow and red, erect grower.....   | .50    |
| <b>Gladys Sherwood</b> (Hy Cac.) Large cream white on straight stiff stems.....  | .75    |
| <b>Henry Yesler.</b> (Hy Cac.) Orange and salmon. Good stems, vigorous grower.....                                     | .50    |
| <b>Jean Chazot..</b> (C) Golden bronze, suffused with red, strong grower. A very popular variety .....                 | .75    |
| <b>Jersey Beauty</b> (Dec.) A true pink, perfect form and an exceptionally free bloomer. Fine for cutting.....         | 1.50   |
| <b>Leah</b> (collarette) Dark crimson white collar. Splendid flower.....   | .50    |

## ENCINITAS, CALIFORNIA

|  | Each        |
|--|-------------|
| <b>Mariposa</b> (Hy Cac.) A true pink, deepening to center. Blooms throughout the season, stiff stems.....             | .50         |
| <b>Mrs. Carl Salbach.</b> (Dec.) Lavender pink, A perfect flower held on long stiff stems. Fine exhibition flower..... | .75         |
| <b>Mrs. I. De Ver Warner.</b> (Dec.) A rich rosy mauve, splendid for cutting or exhibition....                         | .50         |
| <b>Mrs. Ethel T. Smith</b> (Hy Cac.) Large creamy white, vigorous grower and good stiff stems.....                     | .50         |
| <b>Neighbors 33 1-3</b> True pink yellow center....  | .75         |
| <b>Pride of California.</b> (Dec.) Deep red flowers long rigid stems.....  | .50         |
| <b>Princess Pat</b> (Dec.) A beautiful old rose color. Very beautiful dahlia.....                                      | .75         |
| <b>Rose Nell</b> (Dec.) A favorite cut flower variety. Color is bright clear rose.....                                 | .50         |
| <b>Shadows Lavender.</b> (Dec.) Silvery lavender shading to white, truly a magnificent flower. Very strong stems.....  | 2.00        |
| <b>Tryphinnie</b> (Dec.) Shell pink, shading to bright golden yellow at base, large flower on stiff stems.....         | .75         |
| <b>The Oriole</b> (Pae.) Combination orange red and yellow, free bloomer and large blossoms                            | 1.00        |
| <b>U.S.A.</b> (Hy Cac.) Beautiful deep orange....  | .75         |
| <b>Waukesha</b> (Dec.) Pale yellow, large flower held on long stiff stems, blossoms freely....                         | 1.00        |
| <b>W. E. Cooper</b> (Dec.) A clear true pink. Perfect rigid stems, fine for boquets or baskets .....                   | .50         |
| <b>Yellow Butterfly.</b> (Collarette). Long stems beautiful soft yellow.....   | .50         |
| <b>12 of above varieties, my selection, all different, sent postpaid any where in U. S.</b>                            | <b>7.50</b> |

### POMPOM DAHLIAS

These varieties are invaluable for cut flowers and every garden is incomplete without a few.

|  |             |
|--|-------------|
| <b>Catherine.</b> Pure Canary yellow, fine stems....                         | \$ .35      |
| <b>Fascination.</b> Clear Pink, quilled petals.....                          | .35         |
| <b>George Ireland.</b> Small flower. Color, beautiful mauve.....             | .50         |
| <b>Jessica.</b> Deep yellow edged with red. Very profuse bloomer .....       | .35         |
| <b>Lady Blanche.</b> White with tinge of light pink .....                    | .35         |
| <b>Leuchstern.</b> Scarlet and yellow. Vigorous grower and free bloomer..... | .35         |
| <b>Tommy Keith.</b> Cardinal red tipped red. Very attractive .....           | .50         |
| <b>Two each of the above varieties, postpaid....</b>                         | <b>3.50</b> |

### GLADIOLUS

| Choice New Varieties  | Each   |
|---|--------|
| <b>Leviathan.</b> (Walker) new Brilliant Orange Salmon, Bright Yellow blotches vivid Carmine .....          | \$1.00 |
| <b>The Orchid.</b> (Sprague). Remarkable new type Gladiolus like a real cattelya orchid form and Color..... | 1.00   |

# GLADIOLUS

## A Few of the Best

|   | Each | Doz.    |
|---|------|---------|
| <b>Alice Tiplay.</b> (Kundred). A large primulinus of orange saffron color \$                             | .10  | \$ 1.00 |
| <b>Altair.</b> Prim. Salmon-affron, very early .....  | .10  | 1.00    |
| <b>Anthony B. Kundred (K).</b> Ruffled. Rich cream color suffused light pink. One of the finest new sorts | .10  | 1.50    |
| <b>Baron Hulet.</b> (Lemoine). Part violet bordering on blue.....   | .15  | 1.50    |
| <b>Byron L. Smith.</b> (Kundred). Color equal to a choice cattelya orchid..                               | .15  | 1.50    |
| <b>Butterfly.</b> (Kundred). Large Pale Salmon Yellow.....  | .10  | 1.00    |
| <b>Carmen Sylva.</b> (Prestgard). Wonderfully fine White.....   | .10  | 1.00    |
| <b>Diener's American Beauty</b><br>American beauty rose color throat striped with ruby.....               | .20  | 2.00    |
| <b>Dr. F. E. Bennett (D).</b> Brilliant peach red .....   | .50  | 5.00    |
| <b>Elf.</b> Lemon Yellow in bud, when open snow white. Fine straight spike .....                          | .15  | 1.50    |
| <b>Elora.</b> Large blossoms, creamy white  | .15  | 1.50    |
| <b>E. J. Shaylor.</b> (Kundred) Beautiful deep rose pink.....   | .15  | 1.25    |
| <b>Evelyn Kirtland.</b> (Austin). Dark rose pink, shell pink center.....                                  | .15  | 1.25    |
| <b>F. J. Symmes.</b> Stramberry red, blotched throat .....  | .20  | 2.00    |
| <b>Glendale.</b> Dark American beauty rose .....  | .20  | 2.00    |
| <b>Gold.</b> Naphthalene yellow, very fine  | .15  | 1.50    |
| <b>Gold Drop.</b> (Kundred). Extra large, pure yellow, red line on petals, ruffled .....                  | .15  | 1.25    |
| <b>Golden Measure.</b> (Kelway). Pure yellow, with golden sheen.....                                      | .20  | 2.00    |
| <b>Gretchen Zang.</b> (Austin). Soft pink blending into scarlet.....                                      | .10  | .75     |
| <b>Halley.</b> (Velthuys). Large, Salmon Pink .....   | .05  | .50     |
| <b>Herada.</b> (Austin). Clear purple, Mauve, very large.....   | .10  | .75     |
| <b>Jack London.</b> (Diener). Light salmon with vermillion stripes, canary yellow throat.....             | .15  | 1.25    |
| <b>Jewell.</b> (Prim). Light salmon with beautiful golden throat. Very graceful .....                     | .25  | 2.50    |
| <b>Joe Coleman.</b> (Kundred). Very large, vigorous, rich red.....  | .15  | 1.25    |
| <b>Lily White.</b> (Kundred). Fine, pure snow white, early.....   | .10  | .75     |
| <b>Le Marshal Foche.</b> Giant size, beautiful pink.....  | .10  | .75     |



# ENCINITAS, CALIFORNIA

|  | Each | Doz.          |
|--|------|---------------|
| <b>Los Angeles.</b> (Houdyshel) "Cut and come again" glad, immense spikes bearing large blossoms of shrimp pink with throat of orange tinted carmine ..... | .25  | 2.50          |
| <b>Mary Pickford.</b> (Kundred). Creamy white, throat finest sulphur yellow .....  | .15  | 1.50          |
| <b>Myra.</b> (Prim). Yellow with a salmon suffusion throat yellow with pink lines .....  | .15  | 1.50          |
| <b>Mrs. Frank Pendleton.</b> (Kundred). Pink red throat .....  | .05  | .50           |
| <b>Myrtle.</b> (Kundred). Tender, delicate rose .....  | .15  | 1.50          |
| <b>Maiden's Blush.</b> Delicate Pink shading lighter in throat.....  | .15  | 1.50          |
| <b>Nora.</b> Light lavender blue, dark spot on lower peal.....   | .15  | 1.50          |
| <b>Prince of Wales.</b> (Van Zanten). Light shade of apricot.....  | .10  | .75           |
| <b>Purple Glory.</b> (K) Ruffled. Amaranth purple over Tyrian rose, shading into dark purple in the throat. One of most magnificent flowers grown .....    | .15  | 1.50          |
| <b>Pearl of Dawn.</b> Bright Rose Pink red throat .....  | .25  | 2.50          |
| <b>Rose Ash.</b> (Diener). Ashes of roses a popular color.....   | .10  | 1.00          |
| <b>Rose Glory...</b> (Kundred). A large ruffled pink .....   | .20  | 2.00          |
| <b>Richard Diener.</b> Pure salmon rose creamy yellow center.....  | .25  | 2.50          |
| <b>Salmon Beauty.</b> (Kundred). Large flowered primulinus rich salmon, yellow throat .....  | .20  | 2.00          |
| <b>Scarlet Virginia.</b> (Or Princeps). Intense scarlet blossoms, one of the most popular varieties.....   | .20  | 2.00          |
| <b>Scarsdale.</b> (Cowee). Lavender Pink shading to old rose.....  | .15  | 1.50          |
| <b>Souvenir.</b> (Prim). Pure golden yellow, extra early .....   | .20  | 2.00          |
| <b>Sweet Lavender.</b> Light Lavender Pink Majenta blotch in throat.....   | .15  | 1.50          |
| <b>Topaz.</b> Prim. Tall and graceful spikes, salmon pink tinged with buff .....   | .15  | 1.50          |
| <b>White Giant.</b> Enormous snow white blossoms, pointed petals.....  | .25  | 2.50          |
| <b>Collection of 12 from above named varieties, my selection, postpaid.....</b>  |      | <b>\$1.25</b> |
| <b>Gladiolus Bulbs ready for delivery Sept. 15, 1927</b>   |      |               |

## NARCISSUS (Daffodils) Large Trumpet Varieties

|  | Each | Doz. |
|--|------|------|
| <b>Bi Color Victoria.</b> Deep yellow trumpet with creamy white perianth ..... | .15  | 1.50 |
| <b>Cervantes.</b> Sulphur yellow. Very early bloomer.....                      | .15  | 1.50 |

## THOS. F. McLOUGHLIN

|   | Each | Doz.  |
|---|------|-------|
| <b>Glory of Sassenheim.</b> Early variety, massive flower, deep yellow trumpet, pale yellow perianth, splendid variety .....        | .20  | 2.00  |
| <b>King Alfred.</b> Rich deep golden yellow perianth and trumpet. One of the largest and best daffodils.....                        | .25  | 2.50  |
| <b>Sir Watkin.</b> Broad well shaped sulphur perianth, bold large deep yellow cup. Early. ....                                      | .15  | 1.50  |
| <b>Thalia.</b> (New 1926) Pure white perianth and cup, polyanthus type, very beautiful. Called the "Orchid" narcissus, each .....   | 2.50 | 25.00 |
| <b>Tresserve.</b> Fine yellow trumpet and perianth, perfect flower on long stems. Admired by all, and good exhibition variety ..... | .50  | 5.00  |
| <b>Special quotations on large quantities</b>   |      |       |

### MISCELLANEOUS BULBS

|   |      |      |
|---|------|------|
| <b>Anemone.</b> St. Brigid (True) All colors mixed 2 year old.....                  | .75  | 5.50 |
| <b>Anemone.</b> De Caen. All colors, mixed, 2 year old.....                         | .50  | 3.50 |
| <b>Muscari</b> or grape hyacinth, blue.....   | .50  | 3.50 |
| <b>Scilla Campanulata.</b> Wood hyacinths or blue bells, blue, white and rose ..... | .50  | 3.50 |
| <b>Ranuncules.</b> French hybrids, mixed 2 year old.....                            | .50  | 3.50 |
| <b>Iris Filifolia Imperator.</b> Blue and gold .....                                | 1.00 | 7.50 |

**Special quotations on large quantities**

**Narcissus and Miscellaneous Bulbs ready for delivery August 1st, 1928.**

### ASPARAGUS ROOTS

Every home garden should have a bed of this healthful and palatable vegetable. 100 roots will furnish enough tips from day to day to supply the family table.

|   |        |
|---|--------|
| <b>Mary Washington.</b> Rust resistant variety. Considered the best Commercial kind and very early. 2 year old roots. Per 100 Postpaid .....    | \$2.25 |
| <b>Palmetto.</b> A popular variety for the home garden. The sprouts are green and of delicious flavor. 2 year old roots. Per 100 Postpaid ..... | 2.25   |
| <b>Argenteuil.</b> An excellent variety for canning and shipping. Very early and prolific. 2 year old roots. Per 100 Postpaid.....              | 2.25   |
| <b>Special quotations on lots of 1000 or more</b>   |        |

### NEW TOMATO

#### Essex Wonder (Dobbies)

This tomato is the result of 10 years re-selection. It stands several degrees of frost, blight proof, is also a very heavy cropper, clusters of dark red fruit, 20 to 25 tomatoes to a single cluster being very common. It has good shipping qualities and is destined to be one of the leading commercial varieties. Stock of seed limited. Packet containing 250 seeds .....

Transplanted plants of above tomato ready March 25th. Per dozen 50c; Per 100, Postpaid .....

\$1.00  
3.00